

Job Corps 40th Anniversary Commemorative Campaign

The year 2004 marks the 40th year of Job Corps. Job Corps will celebrate with a year of coordinated activities through a 40th Anniversary Commemorative Campaign, using this important milestone to highlight its outlook for the future, its contributions to the workforce, to youth and to communities, and to highlight its history.

Goal: The overall goal of the 40th Anniversary campaign is to recognize 40 years of Job Corps success and point it toward the future.

Messages:

- Providing youth needed skills and solutions to businesses' workforce demands.
- Two million youth, one future at a time. (Logo tag line)

Objectives: Four primary objectives have been established to help accomplish this goal.

- Demonstrate Job Corps' 40-year history of excellence in youth programming and its ability to adapt to changing needs.
- Establish new and strengthen existing relationships between Job Corps and business/industries and the workforce investment system.
- Enhance awareness of Job Corps and its positive impact on youth and local communities from local volunteer activities.
- Outreach to Job Corps alumni to enlist their support of current students to provide mentoring, internships, jobs, and other support.

Audience:

- Business/Industries (especially those identified by the President's High-Growth Jobs Training Initiative)
- Workforce Investment System and Education
- Job Corps system, stakeholders and support organizations
- Job Corps alumni

Timelines: The year-long campaign is laid out chronologically in four “quarters,” and will commence with a national Kick-Off announcement or event in September 2004 and culminate with events taking place in September 2005.

Quarter 1 - September through December 2004

Quarter 2 - January through March 2005

Quarter 3 - April through June 2005

Quarter 4 - July through September 2005

- **Focus Areas:** Each quarter will highlight one of the four themes. Activities and events taking place in a given quarter will incorporate ideas and information involving a designated theme, as follows:

Quarter 1: **Change**

Job Corps changes the lives of youth and Job Corps changes for the future

Quarter 2: **Career**

Job Corps prepares youths for 21st Century business careers

Quarter 3: **Community**

Job Corps improves communities by providing youths the skills they need

Quarter 4: **Character**

Job Corps builds character in youths for work and for life